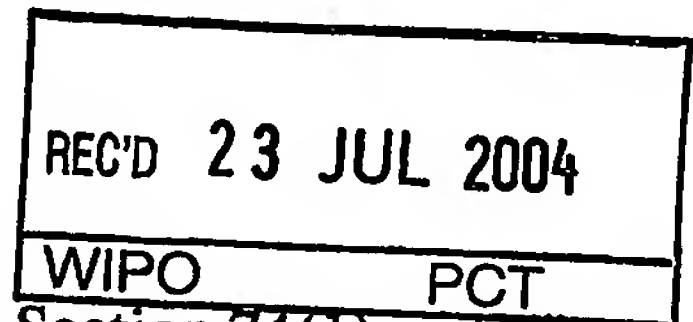




INVESTOR IN PEOPLE

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The Patent Office
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Cardiff Road
Newport
South Wales
NP10 8QQ

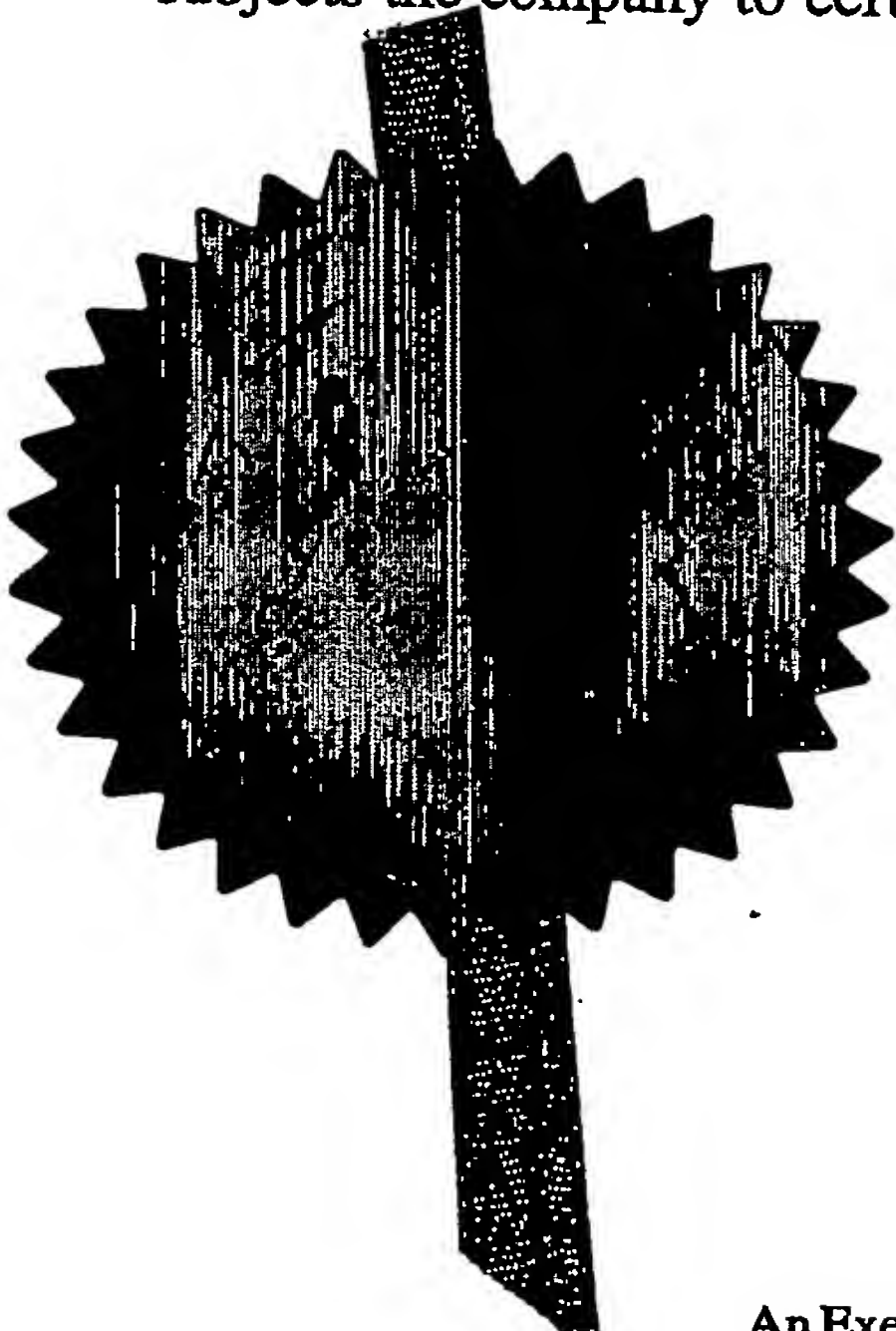


I, the undersigned, being an officer duly authorised in accordance with Section 74(1) and (4) of the Deregulation & Contracting Out Act 1994, to sign and issue certificates on behalf of the Comptroller-General, hereby certify that annexed hereto is a true copy of the documents as originally filed in connection with the patent application identified therein.

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Signed

Stephen Horrell

Dated 9 July 2004

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THE PATENT OFFICE

26 JUN 2003

Request for grant of a patent

(See the notes on the back of this form. You can also get an explanatory leaflet from the Patent Office to help you fill in this form)

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The Patent Office

Cardiff Road
Newport
South Wales
NP10 8QQ

1. Your reference

2. Patent application number
(The Patent Office will fill in this part)

26 JUN 2003

0314940.8

3. Full name, address and postcode of the or of each applicant (underline all surnames)

08661902001

Patents ADP number (if you know it)

If the applicant is a corporate body, give the country/state of its incorporation

MILLION 21 LIMITED
THE WILLOWS
WALL HILL
CONGLETON CW12 4TE
UNITED KINGDOM

4. Title of the invention

HOW LOW WILL IT GO

5. Name of your agent (if you have one)

"Address for service" in the United Kingdom to which all correspondence should be sent (including the postcode)

Patents ADP number (if you know it)

THE WILLOWS
WALL HILL
CONGLETON
CW12 4TE

Argubant Dykes & Lord LLI
Tower North Central
Merrion Way
Leeds
LS1A 8PA 51/77

6. If you are declaring priority from one or more earlier patent applications, give the country and the date of filing of the or of each of these earlier applications and (if you know it) the or each application number

Country

Priority application number
(if you know it)

Date of filing
(day / month / year)

7. If this application is divided or otherwise derived from an earlier UK application, give the number and the filing date of the earlier application

Number of earlier application

Date of filing
(day / month / year)

8. Is a statement of inventorship and of right to grant of a patent required in support of this request? (Answer 'Yes' if:

- a) any applicant named in part 3 is not an inventor, or
 - b) there is an inventor who is not named as an applicant, or
 - c) any named applicant is a corporate body.
- See note (d))

YES

Enter the number of sheets for any of the following items you are filing with this form.
Do not count copies of the same document

Continuation sheets of this form

Description

4 PAGES

J

Claim(s)

Abstract

Drawing(s)

10. If you are also filing any of the following, state how many against each item.

Priority documents

Translations of priority documents

Statement of inventorship and right to grant of a patent (Patents Form 7/77)

Request for preliminary examination and search (Patents Form 9/77)

Request for substantive examination (Patents Form 10/77)

Any other documents (please specify)

11. I/We request the grant of a patent on the basis of this application.

Signature

hdc 28/1/03

Date 19/6/03

for and on behalf of MILLION 21 LTD

12. Name and daytime telephone number of person to contact in the United Kingdom

07770 780706

Warning

After an application for a patent has been filed, the Comptroller of the Patent Office will consider whether publication or communication of the invention should be prohibited or restricted under Section 22 of the Patents Act 1977. You will be informed if it is necessary to prohibit or restrict your invention in this way. Furthermore, if you live in the United Kingdom, Section 23 of the Patents Act 1977 stops you from applying for a patent abroad without first getting written permission from the Patent Office unless an application has been filed at least 6 weeks beforehand in the United Kingdom for a patent for the same invention and either no direction prohibiting publication or communication has been given, or any such direction has been revoked.

Notes

- If you need help to fill in this form or you have any questions, please contact the Patent Office on 08459 500505.
- Write your answers in capital letters using black ink or you may type them.
- If there is not enough space for all the relevant details on any part of this form, please continue on a separate sheet of paper and write "see continuation sheet" in the relevant part(s). Any continuation sheet should be attached to this form.
- If you have answered 'Yes' Patents Form 7/77 will need to be filed.
- Once you have filled in the form you must remember to sign and date it.
- For details of the fee and ways to pay please contact the Patent Office.

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1. Document History

Issue	Date	Author	Comments
1.0	17/06/2003	Michael Sale	Document created.

2. Background

"How Low will it go" is an SMS application developed by Million-2-1. The application is an SMS auction with a difference as the bidder bids for a Lot by selecting a number (within a defined range) which the bidder thinks will be the lowest unique bid. This bid represents the bidders bid in Pounds sterling.

During the auction bidders are kept notified by text message about their bid, whether it is unique, whether it stops being unique e.t.c. Only one bid per person for each auction is permitted. Each auction will be live for a period not exceeding 24 hours. At the end of the auction the winner will be contacted (by Million-2-1) to arrange payment for the Lot.

3. SMS Game-Play

1. The player will start the game by texting BID XXX to 81234. The XXX represents the players bid for a particular lot eg BID 34 represents a bid of 34 pounds for a particular item.
2. The bidder will then receive one of the following responses:
 - a. *Congratulations, you are currently the lowest unique bidder at £XXXX for the Lot*
 - b. *Sorry £XXXX is not a unique bid, with XXXX other bids at this price.*
 - c. *Well done you have a unique bid but £XXXX is not currently the lowest unique bid*
3. If a bid, which was a unique bid no longer becomes unique due to another bidder selecting this bid the system will send automatically send a text message notifying the first bidder
 - a. *Bad luck there has been another bid at the same price and £XXXX is no longer unique*
4. If a bid which was the lowest unique bid no longer becomes the lowest unique bid the system will send a text message notifying the bidder.
 - a. *You no longer hold the lowest unique bid although your bid remains unique*

When the auction closes, in the event where all realistic bids have been taken (i.e every number in the defined range has been bid) and there is no unique bid then the successful bidder is determined by:

1. Selecting the lowest unique bid with the fewest bidders and of those bidders the first person to make that bid will win the Lot.

4. Back-Office Administration.

The following back-office tools will be required:

Partner

The Partner will create live program content based on the stats for the auction, they will therefore require a password protected (HTTPS) area on the main Million-2-1 site that will allow them to access some basic game stats to help with this content.

1. Home screen showing list of previous auctions and current live auction – the list will include a status, start and finish times and lot.
2. By clicking on an auction, a page will show basic stats for the particular auction.
 - a. For a closed Auction the page will show summary information regarding the Lot, the total number of players and winner details plus further details on the number of bids received at each of the price points and total number of bids received each hour whilst the auction was live.
 - b. For a Live Auction the page will show summary information regarding the lot, the total number of players plus further details on the number of bids received at each of the price point ranges (to be specified), number of unique numbers left in each price point range (not the actual numbers) and the total number of bids received each hour.

Million-2-1 Administration

For each auction the following parameters will require to be specified.

1. Start and End Time
2. Auction Lot description.
3. Price Start range
4. Price End range
5. Auction Status - Open / Closed
6. Number of Bids allowed per player.
7. Parameter defined messages that are to be sent for each possible event as detailed in the game-play section plus messages for bids outside the specified range.
8. When an Auction is moved to the "Closed" status a winner will be identified using the criteria specified above and this will detail the players bid. There should be fields that will allow winner details to be entered

when they are found out. There should also be a method to override the default winner information needs to be changed.

Reports:

For each auction

1. Bid and the number of players that have placed a bid at that price. By clicking on this you will then be able to list the actual mobile numbers of the bidders.
2. The lowest unique bid.
3. The total number of players
4. The number of bids per hour over the live period for the auction.

Other Functionality

1. Ability to send out a broadcast message to all previous players at a specified time advertising the start of the next auction and the lot.